

SYSTEM AND METHOD FOR DETERMINING INTERNET ADVERTISING STRATEGY

ABSTRACT

A method of predicting the performance of an Internet advertising campaign includes
5 collecting anonymous web-surfing data during the serving of past Internet advertisements to
determine the number of impressions served to each user visiting a selected site during a
selected interval. The users are grouped into subgroups based on the percentage of impressions
served to each subgroup. The service of a selected number of advertisements is simulated by
randomly assigning each simulated advertisement to a user based on the number of impressions
10 served. A projected reach value is calculated by determining the number of users to which at
least a selected number of simulated advertisements were served.

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